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# THE FUTURE IS FOOD

## Growth in the Artisan Sector: Is the Bigger Artisan Better or Are More Artisans Better Still?

Finbarr Bradley

The 4<sup>th</sup> Annual Food Summer School

The Brooklodge Hotel, Macreddin Village  
Co. Wicklow

25 August 2014

# Setting the Scene

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## The Road Not Taken

Two roads diverged in a yellow wood,  
And sorry I could not travel both  
And be one traveler, long I stood  
And looked down one as far as I could  
To where it bent in the undergrowth;

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I shall be telling this with a sigh  
Somewhere ages and ages hence:  
Two roads diverged in a wood, and I,  
I took the one less traveled by,  
And that has made all the difference.

- Robert Frost [1874-1963]



# Which Road?

	<b>Techno - Economic Paradigm</b>	<b>Regenerative Paradigm</b>
	Logic!	Spirit!
<b>Purpose of Economy</b>	<ul style="list-style-type: none"> <li>• Making Stuff = Having</li> <li>• Grow = More</li> <li>• Consume</li> </ul>	<ul style="list-style-type: none"> <li>• Making Sense = Being</li> <li>• Generate = Better</li> <li>• Develop</li> </ul>
<b>Concept of Economy</b>	<ul style="list-style-type: none"> <li>• Machine</li> <li>• Rules, Regulations, Control</li> <li>• Quantity, Size</li> <li>• Commodified, Mass Produced</li> <li>• Efficiency, Costs</li> <li>• Rationality</li> <li>• Independence</li> </ul>	<ul style="list-style-type: none"> <li>• Living Organism</li> <li>• Empowerment, Emergence, Trust</li> <li>• Authenticity, Quality</li> <li>• Customised, Personalised</li> <li>• Meaning, Identity</li> <li>• Emotions, Empathy</li> <li>• Interdependence, Relationships</li> </ul>
<b>Business Mission</b>	<ul style="list-style-type: none"> <li>• Global</li> <li>• Profitability</li> <li>• Shareholder Value</li> </ul>	<ul style="list-style-type: none"> <li>• Glocal</li> <li>• Sustainability</li> <li>• Stakeholder Value</li> </ul>



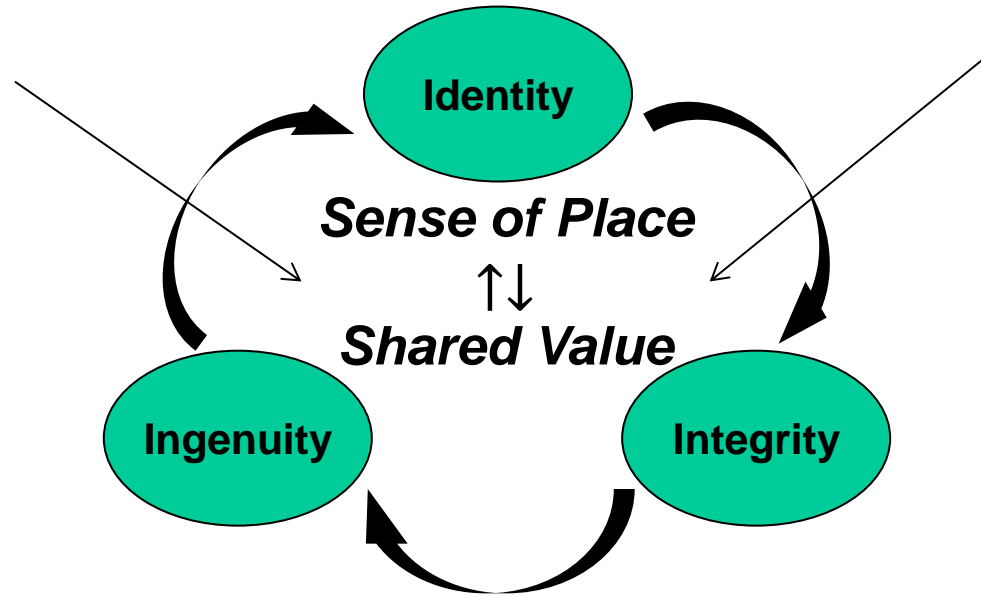
**Agri-Food**



**Artisan Food**

# Pragmatic Principles

- *Terroir*
- *Dinnsheanchas*
- *Genius Loci*
- *Querencia*
- *Campanilismo*
- *Dwelling*



- **Authenticity**
- **Belonging**
- **Character**
- **Citizenship**
- **Meaning**
- **Memory**
- **Pride**
- **Self-Respect**

## • Stories

- owner(s) committed to purpose & values
  - Austria – organic herbal teas, Sonnentor
  - US – artisan cheese partnership, Jasper Hill Farms (Vermont)
- innovating milieu: ‘competitive collaboration’
  - clusters - industrial districts - learning regions
    - Germany - Mittelstand
    - Italy - Sassuolo tile valley, Biella textiles valley,.....
    - US – Napa/Sonoma valley

# Regeneration

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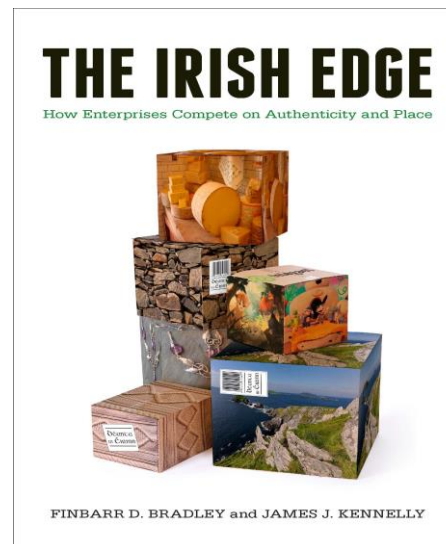
- Artisan Food Strategy – Core Elements
  - small independent entrepreneurial ‘coopeting’ firms
  - interrelationships [local flavour, civic pride & mutual trust]
  - deeply embedded environmental, cultural & social values
  - collaboration & sacrifice for common good [*meitheal*]
  - place-based learning [emphasis on apprenticeships]
  - tacit know-how/aesthetics + scientific knowledge/skills
  - local/citizen investment schemes [e.g., Regionalwert AG]
  
- Learning from our past
  - Celtic Revival [1890-1920]
    - self-help ethic [e.g., GAA, Cooperative Movement]
  - Second Revival [1960s]
    - reimagining tradition [e.g., KDW, Ballymaloe, Mise Éire]
  - Third Revival [2015+]?
    - co-creating distinctive self-reliant green places [*res publica*]

# Go Raibh Maith Agaibh!



*“In an effort to shape our way of cooking, we look to our landscape and delve into our ingredients and culture, hoping to rediscover our history and shape our future.”*

*“I think that Noma has done so well because we managed to sort of cook our place. We managed to look at it and fall in love again with the place we were in....”*



**Finbarr Bradley**

**tel: 087-2835511**

**email: [bradley@intinn.ie](mailto:bradley@intinn.ie)**